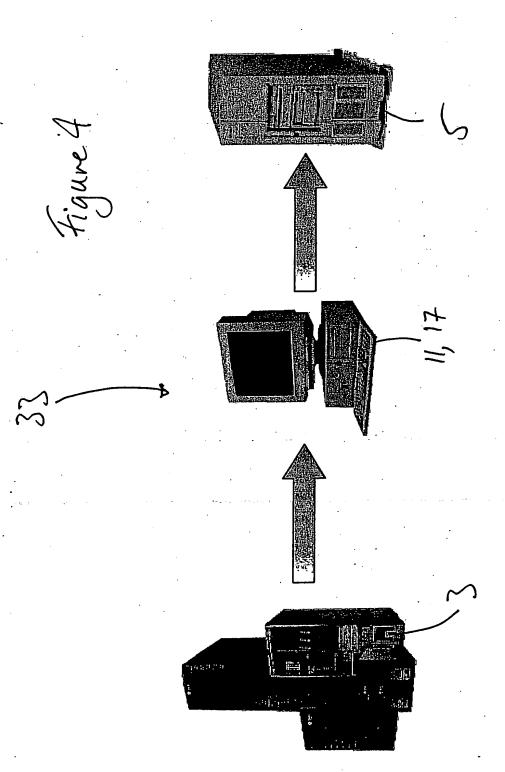


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Figure 3



jame 6

Data from client Adview file

9

Data from comp Adviews fil

Score Calculation Eg. Dayparts Metric

a=(% client in primetime) – (% competitors in primetime If positive, score = 80 + a (maximum 100

If negative, score = 80 - (a * 2) (minimum 0

14/

Score

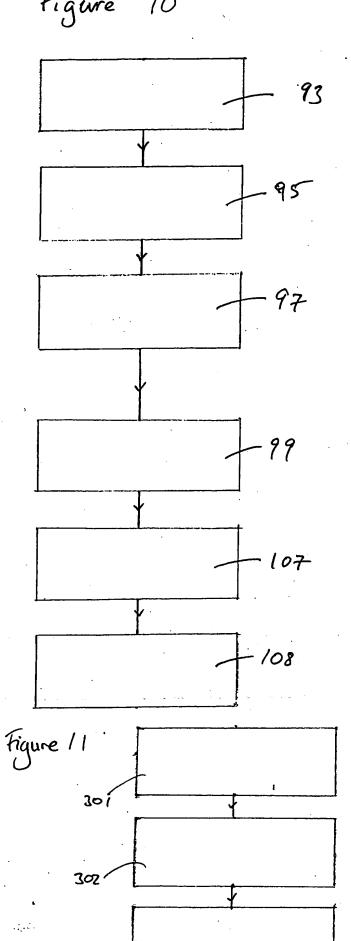
29

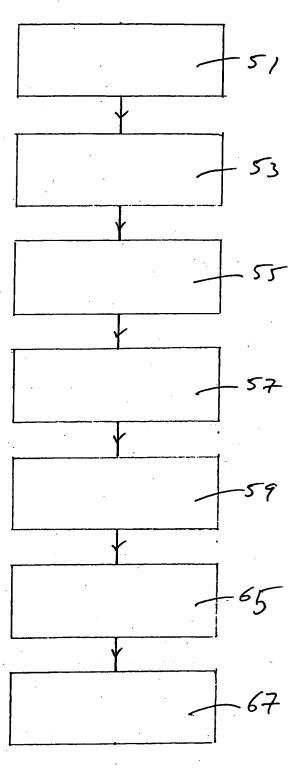
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Figure 10

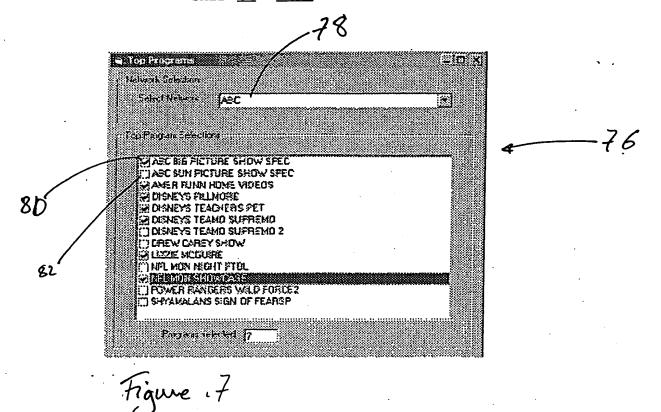
Figure 5





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